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U. S. Department of Agriculture.

# Haven's Tomato Price List



## 1928



FOR

The Most in Protection  
Less Sales Resistance

**SEALED  
COLOR-TRU  
SEEDS**

(Page 10)

**Haven Seed Company**  
Santa Ana, California

D. N. Shoemaker



# CONTRACT OFFER

## TOMATO SEED CROP 1928

Cancelling all previous offers and subject to  
change without notice

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### NOTICE

HAVEN SEED COMPANY gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds it sells and will not be responsible for the crop.

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Cable Address  
"Haven, Santa Ana"

Codes: A. B. C.  
Fifth Edition Improved  
Woods Simplex

## Haven Seed Company

Established 1875

(Incorporated)

*Growers for the Wholesale Trade*

SANTA ANA, CALIF.

# FOREWORD

The tomato varietal names in this list printed in italics are the ones most largely used at present or are new varieties of proven merit gaining in favor.

Many of the other varieties which we print in plain Roman face type are becoming obsolete. We believe that the seed trade and the planter would in most cases be better off if they could be entirely eliminated. This is because they are in most cases inferior in some one or more points; because of the very large pro rata increase in care and cash cost in growing and handling the smaller quantities; and because of the confusion in a seed buyer's mind in trying to select suitable varieties from too long a list.

You will note some variations in our prices from those of the previous year. We have thoroughly studied our yields of each variety for the last several years, and also from past experience, have tabulated estimated itemized costs per acre of producing different varieties of tomato. On this knowledge we are basing our prices for 1928, making allowances for volume of our expected acreage.

While some prices may seem out of line they have been arrived at on the same cost basis as all others listed. It will be noted that all prices have not been increased, but that some are the same or less than previously quoted.

It is our idea to use this plan in compiling all future prices, and prices from year to year on this basis will show only slight variations, except for disturbing economic conditions which may appear.

We hope that this arrangement will meet with your approval and that we may continue to serve you as in the past.

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## BUSH LIMA BEANS

Due to market conditions, prices covering Bush Lima Beans are not included here but quotations will be made from time to time as the market may vary.

We grow quantities of select handpicked stock of—

Beans—Fordhook Bush Lima

Beans—Burpee Bush Lima

Beans—Burpee Improved Bush Lima

and will be pleased to hear from you when you are in the market.

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For—

Cucumber, Lemon

Gherkin, West India

Egg Plant

Pepper

See page 8.

# Condition of Growth and Sale

Haven Seed Company offers the following varieties of TOMATO SEED, Crop of 1928, for delivery after harvest.

We grow all our Tomato Seed, and for seed purposes only. Our entire force gives their careful attention to the production of the highest grade of Tomato Seed.

All seed is thoroughly washed and milled and securely packed for safe carriage.

If you have special strains or varieties other than those listed herein which you wish grown, write us and we will endeavor to meet your requirements.

Plans for seed supplies must be made in advance and we are now preparing for the 1928 crop of Tomatoes. Your order should be placed early. Additional orders may be made later as we may be able to accept them.

In event of crop failure, loss by fire or other causes beyond our control, we make a full pro rata delivery.

**HAVEN SEED COMPANY** gives no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds it sells and will not be responsible for the crop.

Delivery made f. o. b. Santa Ana, California.

Bags charged for extra at market value.

**TERMS**—Sixty (60) days net, 2% discount allowed if remittance is mailed within ten (10) days from date of invoice. Discount not allowed unless taken within the ten (10) day period.

**Our prices are net unless discount is taken and remittance mailed within the ten day period after the seeds are shipped.**

Our equipment is of the best and your orders will have our careful personal attention.

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**No orders will be booked on contract  
subject pro rata delivery  
after June 1st**





*e prices named hereon will be allowed if total*

Price per Pound for 50 Lbs. or Over	Price per Pound for 10—49 Lbs.	Price per Pound for Less Than 10 Lbs.
\$2.45	\$2.70	\$2.95
2.65	2.90	3.20
2.25	2.45	2.70
2.25	2.45	2.70
3.50	3.85	4.20
3.65	4.00	4.40
2.95	3.25	3.55
3.00	3.30	3.60
2.25	2.45	2.70
4.00	4.40	4.80
2.25	2.45	2.70
3.15	3.45	3.80
2.80	3.10	3.35
2.45	2.70	2.95
2.45	2.70	2.95
3.95	4.35	4.75
3.95	4.35	4.75
2.65	2.90	3.20
2.25	2.45	2.70
2.25	2.45	2.70
2.55	2.80	3.05
2.25	2.45	2.70
2.25	2.45	2.70
2.50	2.75	3.00
2.90	3.20	3.50
2.25	2.45	2.70
2.50	2.75	3.00
2.55	2.80	3.05
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....



A reduction of five cents per pound from the prices named hereon will be allowed if total order is for five hundred (500) pounds or more.

TOMATO— <i>Small-Fruited Sorts</i>	Price per Pound for 50 Lbs. or Over	Price per Pound for 10—49 Lbs.	Price per Pound for Less Than 10 Lbs.
<i>Red Cherry</i> .....	3.00	3.30	3.60
<i>Red Currant</i> .....	4.00	4.40	4.80
<i>Red Peach</i> .....	3.00	3.30	3.60
<i>Red Pear</i> .....	3.00	3.30	3.60
<i>Red Plum</i> .....	3.00	3.30	3.60
<i>Yellow Cherry</i> .....	3.00	3.30	3.60
<i>Yellow Peach</i> .....	3.00	3.30	3.60
<i>Yellow Pear</i> .....	3.00	3.30	3.60
<i>Yellow Plum</i> .....	3.00	3.30	3.60
<i>Golden Husk</i> .....	3.00	3.30	3.60
<i>Purple Husk</i> .....	3.00	3.30	3.60

## HAVEN'S SELECT STRAINS

Cucumber, <i>Apple-Shaped or Lemon</i> .....	.60	.65	.70
Gherkin, <i>West India</i> .....	.60	.65	.70
Pepper, <i>California Wonder</i> .....	4.50	5.00	5.50
Pepper, <i>Chinese Giant</i> .....	3.50	3.85	4.20
Pepper, <i>Pimiento</i> .....	1.75	1.90	2.10
Egg Plant, <i>Black Beauty</i> .....	2.75	3.00	3.55
Egg Plant, <i>Improved New York Purple</i> .....	2.75	3.00	3.55



*prices named hereon will be allowed if total*

Price per Pound for 50 Lbs. or Over	Price per Pound for 10—49 Lbs.	Price per Pound for Less Than 10 Lbs.
..... 3.00	..... 3.30	..... 3.60
..... 4.00	..... 4.40	..... 4.80
..... 3.00	..... 3.30	..... 3.60
..... 3.00	..... 3.30	..... 3.60
..... 3.00	..... 3.30	..... 3.60
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..... 3.00	..... 3.30	..... 3.60
..... 3.00	..... 3.30	..... 3.60
..... .60	..... .65	..... .70
..... .60	..... .65	..... .70
..... 4.50	..... 5.00	..... 5.50
..... 3.50	..... 3.85	..... 4.20
..... 1.75	..... 1.90	..... 2.10
..... 2.75	..... 3.00	..... 3.55
..... 2.75	..... 3.00	..... 3.55
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It is our pleasure at this time to offer you a new service in TOMATO SEED. As wholesale growers of tomato seed we have in the past, offered our customers service along conservative lines and would not care to offer you now any seed product which we did not believe merited our mutual confidence.

Careful experiment has shown us that in

## **SEALED COLOR-TRU SEEDS**

WE OFFER A PRODUCT WHICH IS NEW, NOVEL, AND OFFERS YOU LESS SALES RESISTANCE, AND YOUR CUSTOMERS THE UTMOST IN PROTECTION.

We are sending you samples of Sealed Color-Tru Seeds for your inspection. Note the space reserved for you to have your firm name imprinted for distribution to your customers. From our price list you will note that we offer these seeds in small packages under our copyrighted label for redistribution without our name appearing, and also in bulk so that you can sell them under your own brands should you so desire.

We guarantee the seeds sold by us as Sealed Color-Tru Seeds to be colored at the time and place of harvest as soon as the seed is separated from tomato pulp, and if the seed contained in a package of our Sealed Color-Tru Seeds is the same color as that marked on the outside of the package we believe it to be of the same variety as the package is labeled.

All Sealed Color-Tru Seeds will show satisfactorily high germination—85% or better. In most cases germination tests will show considerably higher than 85%.

You, as a seedsman can readily understand the valued insurance that this process gives against mixtures at place of harvest, in warehousing, and in distribution.

Quotations are made subject to the same terms as our regular tomato seed contract quotations, except that on packeted seeds, price quoted covers cost of packets. Printing of customer's name on packets will be charged for at cost.

Haven Seed Company offers the following varieties of tomato Sealed Color-Tru Seeds, Crop of 1928, for delivery after harvest. (The list of varieties which we are able to offer is necessarily limited by the available range of colors.)

Note: We have on hand small quantities of seed of each of the varieties quoted and will fill orders at the contract prices quoted herewith as long as our supplies last. This will give you a chance to make a trial of this offering this spring should you so desire.

Sealed Color-Tru Seeds will be sold only to seed dealers by Haven Seed Company.

## SEALED COLOR-TRU SEED PRICES

TOMATO		Packet	1 oz. Packet	4 oz. Packet	½ lb. Package	1 lb. Package	2—9 lbs.	10—49 lbs.	50 lbs. or over
.....	(Blue) Earliana.....	\$.07	\$.30	\$1.00	\$1.95	\$3.50	\$3.05	\$2.80	\$2.60
.....	(Green) Globe.....	.07	.30	1.00	1.95	3.50	3.05	2.80	2.60
.....	(Yellow) June Pink.....	.07	.30	1.00	1.95	3.80	3.30	3.05	2.80
.....	(Tan) Marglobe.....	.07	.30	1.00	1.95	3.95	3.45	3.20	2.90
.....	(Rose) Norton (Improved Wilt Resistant Stone)	.07	.30	1.00	1.95	3.90	3.40	3.10	2.85
.....	(Violet) Ponderosa.....	.07	.35	1.35	2.60	5.10	4.40	4.10	3.75

### DISCOUNTS:

- 10% Discount will be allowed on order for 15,000 or more packets.
- 10% Discount will be allowed on order for 1,600 or more 1 oz. packets.
- 10% Discount will be allowed on order for 400 or more 4 oz. packets.
- 10% Discount will be allowed on order for 200 or more ½ lb. packages.
- 5% discount will be allowed on order for 100 or more 1 lb. packages.

5c per lb. discount will be allowed if total order placed for bulk tomato seeds, both plain and Sealed Color-Tru Seeds is 500 pounds or over.







**“GROWERS OF THE BEST”**